

## ABSTRACT OF THE DISCLOSURE

A broadcasting service system and a delay broadcasting method in broadcasting service using the broadcasting service system, any of audiovisual systems is connected to a broadcasting set when any  
5 audiovisual system request a repeater station to view program contents broadcasted by a broadcast station, and advertisement contents stored in a advertisement contents storage are broadcasted to the audiovisual systems connected to the broadcasting set. An advertisement effect measurer measures an advertisement effect on the basis of a number of  
10 the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents and allows the broadcasting set to start of the broadcasting of the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.  
15 The broadcasting set rebroadcasts the program contents to the connected audiovisual systems only when the advertisement effect measurer allows the broadcasting set to start the broadcasting of the program contents.